

HYPERMASCULINITY IN *THE CROODS* FILM: A DESCRIPTIVE STUDY

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Abstract

In the world of literary research, a film is a very interesting object of research. A film is a literary work that can provide a lot of values to human life. This study aims to explore the hypermasculinity that exists in the 3D animated film entitled *The Croods*. The film was released in 2013 and tells the story of a family led by a man named Grug. This study uses a descriptive qualitative method and the data from this research are formed from two types of data, namely the main data and supporting data. The main data of this study was obtained from the film "The Croods" while the supporting data are from websites. The data obtained are analyzed using four stages, namely data collection, data display, data reduction, and conclusion. The results of this study indicate that hypermasculinity is seen in the main character who is protective, caring, responsible, strong, brave, and stubborn. This finding is reflected in the dialogues, actions, and fashion that occur in the film.

Keywords: *embodiment; family; hypermasculinity; value*

1. Introduction

Film is a literary work that is very interesting and provides knowledge and values of life. There are so many cultural and life values that can be learned from a film (Tan, 2022; Widayati & Nugrahani, 2019). The film is a literary work that has many types, one of which is 3D animation. 3D animated films are films that increase the illusion of depth perception so that they become similar to normal films played by human actors (Abd & Hussein, 2017; Yüceliyiğit & Aral, 2016). 3D movies are also found in many genres such as comedy, adventure, horror, and many others. Just like movies that are played by human actors, 3D animated films also contain messages to be conveyed. One of the elements contained in a 3D film is character formation in the film where there are main characters and extra characters, both protagonist, antagonist, and tritagonist.

Associated with the character in a film, one of the interesting characters show hypermasculinity. Hypermasculinity is a development of masculinity where a character shows the masculine side excessively (Bengtsson, 2016; Siddhanta, 2015; Wood, 2016). In other words, the character is considered masculine but feels that it is not enough and wants to look even more masculine but is done excessively. Hypermasculinity can lead to both positive and negative things. Hypermasculinity reflected in a film is a form of embodiment of hypermasculine properties that exist in the real world. That is, hypermasculinity exists both in the film and in the real world.

This research leads to two research questions. The first research question is about how the main character is formed in the 3D animated film *The Croods* while the second research question is about how hypermasculinity is reflected in the main character in the 3D animated film *The Croods*. This research will contribute to increasing knowledge related to hypermasculinity theory, especially as reflected in 3D film literature. Hypermasculinity tends to direct the male figure to be a negative side but in the 3D animated film entitled *The Croods* hypermasculinity brings a positive side. In that way, this research will add insight into hypermasculinity in a positive realm.

2. Literature Review

Through a film, people can learn and get benefits to be applied or not applied in everyday life. Research on hypermasculinity in films has been carried out by several researchers including the first entitled "Hypermasculinities of Teenagers as Seen in Good Kids Movie" (Baiti, 2018). The results of this study indicate that hypermasculinity is reflected by the characters in the film with several actions including consuming alcohol, partying, using drugs, committing crimes, and sexual behavior. Even so, the study does not use 3D animated films where the audience are directed to children and families.

Furthermore, the second previous research entitled "The Hypermasculinity As Seen in the Main Character in Rambo: Last Blood Movie" (Nababan & Nurmaily, 2021). The results of this study indicate that the character of Rambo shows hypermasculinity in the dialogue, scene, and actions sections. Even so, this study does not review the hypermasculinity side of 3D animated films. Next, the third previous research entitled "Agents of Global Armament: Analyzing Masculinity and Militarism in " Captain America " and the Marvel Cinematic Universe " (Lout, 2017). The results of this study indicate that the character of Captain America shows the side of hypermasculinity and militarism through propaganda. Even so, the side of hypermasculinity in this study is not explored in 3D animated films but in ordinary films that use CGI editing effects.

Based on previous studies on hypermasculinity in literary works in the form of films above, there is a research gap, namely, there has been no research on hypermasculinity in 3D literary films with family themes aimed at children's audiences. Therefore, this study aims to reveal how the formation of the main character and the forms of the hypermasculine side are reflected in the main character in the 3D animated film entitled *The Croods*.

3. Research Method

This study used descriptive qualitative research method. The research method with a descriptive approach is considered to be used because it can provide a complete explanation and is easy to understand scientifically (Doyle et al., 2020; Jeong-Hee, 2016; Nassaji, 2015). The data of this research were taken from a 3D animated film entitled *The Croods*. The animated film is considered to be the data source because the film contains hypermasculinity in its main character named "Grug".

The research data consisted of two categories. The first data, the primary data sourced from the video and transcript of the 3D animated film entitled *The Croods*. Video and transcripts were used for master data because they provided clear data to collect and analyze (Craig et al., 2021). Regarding the secondary data, websites that review the film are also considered to be used (Hasley & Gregg, 2010). The websites can be used to find more

data sources as supporting data. Data were collected by watching the film carefully and reading the transcript and looking for information related to the film through various websites. The data from this study were analyzed through four stages, namely data collection, data reduction, data display, and conclusion (Miles et al., 2014). After the data were collected, the data obtained were then reduced according to the hypermasculinity theory used to analyze the film. Then after the research data were reduced, the data were then presented in a more organized form so that it is easier to understand for further conclusions to be drawn as a result of this research.

4. Results and Discussion

The results of this study indicate that hypermasculinity is seen in the main character who is protective, caring, responsible, strong, brave, and stubborn. This finding is reflected in the dialogues, actions, and fashion that occur in the film.

4.1 Characteristics

Hypermasculinity is very visible shown by the main character of the film called *The Croods* named Grug. Grug's traits include being protective. More than that, the protective nature shown by Grug is more towards being overprotective. This is shown by the many prohibitions and rules that are made for his family. This makes his family think that anything new is a bad thing. Even so, this overprotective nature is done to keep his family from harm.

In addition to being overprotective, Grug also shows a very excessive caring attitude. One example is that he cares so much about his family that his family sometimes feels burdened by it. Other traits are responsible, strong, and courage. Like the previous traits carried out in excess, Grug is also very responsible, strong, and courageous. He is very strong and brave to fight and oppose anything that stands in his way. These things become a hypermasculine attitude because he wants to show the figure of a man who is the leader of the family excessively.

The last one is excessive stubbornness. Grug always feels right and never wrong because he is the leader of his family and is fully responsible for the family. He is very strong and his excessive stubbornness puts his family in danger. All these exaggerated attitudes show that Grug who wants to appear more masculine aka hypermasculine.

4.2 Dialogues

Apart from the traits shown by Grug, hypermasculinity is also seen in the dialogue spoken by Grug. This can be seen in the screenshot of one of the following dialogues:



Figure 1. Dialogue showing hypermasculinity

Grug: *"We don't need a brain. We use this. The brain is for weaky"*

Grug's words show his arrogance because he believes that human life does not need a brain of reason and mind. Brains are only for the weak. Grug shows excessive dominance with his strength. He argues that only strength is needed by humans to survive. With this dialogue, Grug shows the hypermasculinity that exists in him. He is a masculine figure and shows excessive masculinity.

4.3 Actions

The film character named "Grug" also shows hypermasculinity in his actions. Not only the nature and words, but the action of Grug also looks very hypermasculine. One of them appears when he goes out at night to look for his daughter named Eep where Grug must fight danger and face big predators. He does not flinch and dares to fight it. This action shows excessive courage because he does not care about his safety. He dares to fight anything and anyone for the sake of his family. This makes him look hypermasculine.



Figure 2. Action showing hypermasculinity

The courage that "Grug" has, shows that he is a masculine figure. However, he shows an overly masculine side by being too daring to take the risk of dealing with a large predator that could kill him. In other words, the action can be considered something hypermasculine.

4.4 Fashion

The next side of hypermasculinity is seen in the fashion used by Grug. This can be seen when Grug wears a snake as a belt. Even without wearing it, Grug is considered masculine by his family, but due to his jealousy of other characters who use animals as belts, Grug decides to use a snake belt.



Figure 3. Snake Belt showing hypermasculinity

Snakes are dangerous animals because they can spread the deadly poison. In addition, other types of snakes, even though they do not have poison, can attack using the coiling technique so that they can make someone suffer to death. This does not scare Grug because he considers dangerous things fun. This makes his dress style something showing his hypermasculine side.

The results of this study have answered two research questions about how the main character in *The Croods* film named “Grug” is formed and how hypermasculinity is reflected in the main character. The results of this study enrich the theory of hypermasculinity, especially in literary works of 3D animated films. “Grug” in the film is formed with traits that already show a masculine side where he is the head of the family who is protective, caring, responsible, strong, brave, and stubborn. But this is not enough. Therefore, he behaves excessively so that he becomes a figure who is more than masculine, namely hypermasculine.

Furthermore, the side of hypermasculinity that exists in him is also seen in his dialogue, action, and dress style. Even so, with the side of hypermasculinity that is on him, it becomes something positive at the end of the story when he can save his family. The results of this study add to the findings of previous studies where hypermasculinity always leads to something negative, while the results of this study reveal that hypermasculinity can lead to something positive.

5. Conclusion

The film is a literary work that can provide many life lessons. There are many types of films, one of which is 3D animated films. One of the 3D animation films that contain the values of life is a film called *The Croods* where the main character named “Grug” reflects the existence of hypermasculinity. The hypermasculinity that appears in the main character can be seen in nature, dialogue, action, and fashion. Hypermasculinity tends to be considered negative while in the film, hypermasculinity brings a positive impact on life, both for oneself and for the family and the environment. This research is limited to the theory of hypermasculinity which is applied in 3D animated films. Therefore, it is recommended for future researchers to be able to conduct research related to hypermasculinity theory in other types of films or other literary works such as songs, advertisements, poetries, novels, or speeches.

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